



A publication of the Alliant Energy Center

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RACES, BIKES AND ROCK 'N ROLL

Come to **Willow Island** on Saturday, **June 4** for the **14th annual Susan G. Komen Madison Race for the Cure**. Help raise funds and awareness for the fight against breast cancer. Join others and celebrate breast cancer survivors and honor those who have lost their battle with the disease. Since its inception in 1983, the Komen Race for the Cure series has grown from one local Race with 800 participants to a global series of more than 120 Races with more than 1 million people expected to participate in 2011. For more information visit www.komenmadison.org.

The #1 Music and Motorcycle Festival in the Midwest **Bike 'N Roll Fest** will come to **Willow Island** on **June 16-18** for an exciting weekend. A legendary line-up of Rock N' Roll groups rock Willow Island including; Silence is Broken, Daisy and the Heartbreakers, Dizzy Reed, Stephen Percy, Keel, Nelson, Slaughter and Great White. The Fest includes a custom and vintage bike show, Burn Out Pit, & Bikini Bike Wash. Gates open at 5pm on Thursday, and Noon on Friday & Saturday. Additional information is available at www.bikenrollfest.com.



A GRADUATION AND FFA CONVENTION

On **June 12**, **Middleton High School** students receive their diplomas in **Veterans Memorial Coliseum** during the Spring 2011 Commencement ceremony. For more information on this exciting day visit www.mcpsd.k12.wi.us/mhs.

Exhibition Hall hosts the **82nd Annual Wisconsin State FFA Convention** on **June 13-16**. A sea of blue jackets will take over Exhibition Hall as chapter members from all over Wisconsin gather for this agribusiness career event. Founded in 1928, the former "Future Farmers of America" brought together students, teachers and agribusiness to solidify support for agricultural education. To find out more visit www.wisconsinffa.org.

ROTARIANS AND MARKET SQUARE

On **June 22 and 29** **Exhibition Hall** hosts the **Downtown Rotary Luncheon**. The Rotary Club of Madison reflects a broad cross section of business and professional leaders in the Madison community. Downtown Rotarian members' volunteerism, fundraising and fellowship positively impact the quality of life in the community. The Rotary Club of Madison is one of the ten largest of 32,000 clubs in the world.

Market Square Order Writing and Buyers Cash and Carry returns to **Exhibition Hall** on **June 26-27**. This trade-only event offers buyers hand-crafted and mass produced products for retail outlets to purchase for their private businesses. Market Square shows features eye-catching originals, folk art, museum quality replicas, country collectibles and handcrafted furniture all for immediate delivery. More information is available at www.marketsquashows.com.





A SENSE OF PLACE

From floor to ceiling, the Exhibition Hall at the Alliant Energy Center radiates with elegance and beauty: the long lobby with light pouring in from the wall of windows and skylights, the engaging architecture connecting inside and outside environments, the innovative light sculpture flowing along the building's walls, and perhaps especially, the intriguing bronze medallions inlaid in the shining terrazzo floor.

At first glance, the medallions may appear to be abstract designs curiously placed along the floor. A closer look reveals a fascinating encapsulation of the natural and culture environments of Dane County and Wisconsin.

Bronze medallions depict elements unique in the area, such as Wisconsin corn, ancient Native American pottery, and the state's lakes and rivers. The pictures tell of the passage of time over thousands of years, the endless cycle of the season, and the ongoing interactions between people and nature.

At the center of the lobby and in the Rotunda area of Exhibition Hall, clusters of bronze glyphs represent Native American effigy mounds. Since 3500 BC, Indian communities have created monumental earthworks of spiritual and ceremonial significance. Over 90% of all effigy mounds ever built are located in Southern Wisconsin, with over 3000 in Dane County before the majority were destroyed.

Indian effigy mounds are of various types, corresponding to symbolic associations with birds, land animals, and human figures. The abstract forms include a goose, swan, eagle, bear, mink, turtle, snake and rabbit, among others. Traditional Native American mounds were often built in alignment with yearly positions of the sun.

The native inhabitants began a tradition of agriculture that continues to grow and prosper. Today, farming, fishing, and animal husbandry make up the state's world-acclaimed industries. As you stroll through the hallway, look for stalks of corn, a ripe strawberry, sprouts of seeds, a silo, and the abstract pattern of plowed fields.

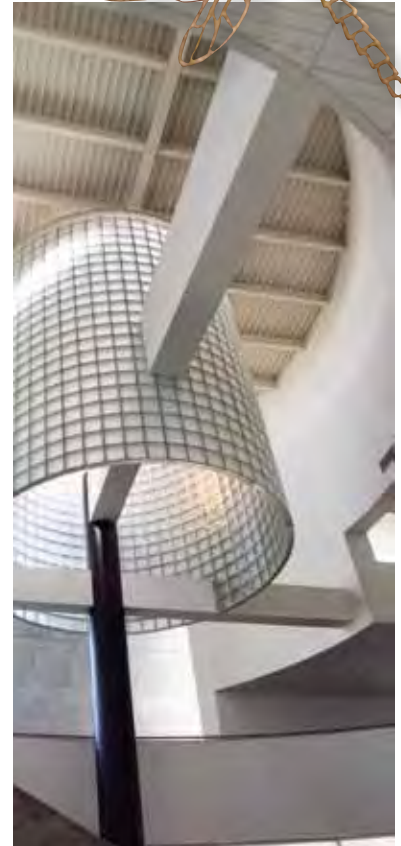
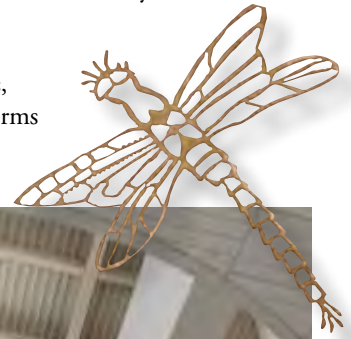
Working in conjunction with the natural environment, the people of Dane County are the region's most

important resource. Their achievements are reflected in glyphic form in the floor: agricultural developments symbolized by bronze plants and animals; architectural accomplishments represented by the Frank Lloyd Wright designed First

Unitarian church, Capitol building, and the Exhibition Hall at the Alliant Energy Center; and the region's spirit of volunteerism as seen in the contributions of Wisconsin's veterans, represented by a bronze bugle.

Like an ancient language, each glyph tells a story about the county, the state, and the world in which we live.

The beauty and elegance of the Exhibition Hall lobby is one of the many reasons Wisconsin Meetings readers selected Exhibition Hall as Wisconsin's Best Convention Center.



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